Case Study
Transforming Lead Generation & Reputation for Fatima Dental Hospital

Overview

Fatima Dental Hospital, a trusted dental care provider in Karachi, faced major challenges in generating consistent patient inquiries and rebuilding trust due to negative online reviews. Their digital presence lacked structure, the ads were not optimized, and reputation issues were reducing conversions.

We partnered with them to redesign their advertising, rebuild credibility, and improve overall digital performance.

The Challenge

Key Issues Identified

- Low and inconsistent patient inquiries.

- Poor-quality leads due to unoptimized ads.

- Damaged online reputation affecting trust and conversions.

- No content strategy aligned with patient concerns.

Fatima Dental needed a solution that would bring **high-quality leads**, **restore patient trust**, and **create a sustainable growth system**.

Our Strategy

1. High-Intent Lead Generation Through Meta Advertising

We executed a structured ad strategy focused on patient intent:

- Started sniper targeted campaigns on Meta using Whatsapp as a conversion destination.

- Designed creatives and done ad shoots to make videos that addressed key dental concerns (pain, affordability, trust, hygiene).
- Audience targeting optimized for families, working professionals, and residents within the clinic's radius.

Result: Strong improvement in both lead quantity and quality.

2. Reputation Rebuilding Through UGC Content

To counter negative reviews and restore patient confidence, we created:

- **Authentic video testimonials** from satisfied patients.

- UGC content showcasing real experiences, treatment outcomes, and doctor professionalism.

- Emotional-first storytelling to rebuild trust.

Sample Video: *(as provided by client)*
https://drive.google.com/file/d/19VpQZuBCCKywruk1lvSoRBjLH3xhamrG/view

This strengthened credibility and improved online sentiment.

3. Monthly Strategy & Performance Review Meetings

We conducted structured monthly discussions to:

- Review performance metrics.

- Identify new opportunities (e.g., orthodontics, implants, pediatric dentistry).

- Optimize budgets, creatives, targeting, and CTAs.

- Maintain consistent growth and adapt quickly.

The Results

1. Lead Generation Growth

- **40% increase in lead quantity** through improved targeting.

- **50% improvement in lead quality** due to refined ad strategy.

- More inquiries for high-value treatments (braces, implants, root canals).

Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
WhatsApp = 19th Dec' 24 📊 View Charts ✏ Edit 📋 Duplicate 🖼 ⋯	● Active	Using ad set bid ...	Using ad set bud...	7-day click or ...	382 [2] Messaging conversa...	46,567	106,830	Rs48.62 [2] Per messaging conv...
Engage - whatsapp	● Active	Using ad set bid ...	Using ad set bud...	7-day click or ...	587 [2] Messaging conversa...	87,338	152,179	Rs45.95 [2] Per messaging conv...

2. Strong Reputation Recovery

- Positive UGC shifted audience sentiment.

- Better online reviews and improved trust.

- Higher conversion from ad clicks to actual appointments.

3. Increased Engagement & Alignment

- Monthly strategy meetings helped maintain performance.

- Faster content improvements and more structured communication.

Before vs After

Before

- Low-quality leads with limited inquiries.

- Damaged online reputation reducing trust.

- Weak ad structure and unclear messaging.

- Limited engagement with potential patients.

After

- Clear, targeted, effective ads bringing consistent patients.

- Trust restored through real testimonials and positive UGC.

- Improved online presence and perception.

- Strong alignment between marketing and hospital goals.

Conclusion

Through ad optimization, reputation rebuilding, and consistent strategic alignment, Fatima Dental Hospital transformed its digital performance and patient acquisition. Today, they benefit from higher-quality leads, stronger trust, and a long-term growth system built on authenticity and targeted advertising.